Australian Government

BSBMKG434 Promote products and services

Release: 1

BSBMKG434 Promote products and services

Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 7.0.

Application

This unit describes the skills and knowledge required to coordinate and review the promotion of an organisation's products and/or services.

The unit applies to individuals with a broad knowledge of the promotion of products and services specific to an organisation. They may have responsibility to provide guidance or to delegate aspects of these tasks to others.

No licensing, legislative or certification requirements apply to this unit at the time of publication.

Unit Sector

Technical Skills – Marketing

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	*Performance criteria describe the performance needed to demonstrate achievement of the element.*
1. Establish promotional activities	1.1 Identify need for promotion of product or service according to organisational and market requirements 1.2 Identify overall promotional objectives in consultation with relevant stakeholders 1.3 Analyse and select promotional activity options for meeting promotional objectives 1.4 Determine contingency strategies for selected activity options
2. Coordinate promotional activities	2.1 Allocate roles and responsibilities for delivery of promotional services and communicate to relevant personnel 2.2 Monitor progress of promotional activities according to action plan 2.3 Identify and address potential issues during implementation

ELEMENT	PERFORMANCE CRITERIA
	within scope of own responsibility
	2.4 Apply determined contingency strategies, if required
3. Review promotional activities	3.1 Analyse effectiveness of planning processes using feedback and data
	3.2 Identify possible improvements in future activities
	3.3 Collect feedback and provide to others involved in promotional activity
	3.4 Analyse costs and timelines for benefits accruing from the promotional activities
	3.5 Prepare conclusions and recommendations relating to effectiveness of promotional activities

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance but not explicit in the performance criteria.

Skill	Description
Reading	• Interprets, analyses and collates textual information relevant to promotional activities from a range of sources
Writing	• Uses clear and specific language to develop formal and informal documents for different audiences in accordance with organisational requirements
Oral Communication	• Actively participates in verbal exchanges of ideas and elicits the views and opinions of others by listening and questioning • Uses clear and specific language to clarify, explain and present information relating to the promotional activity
Numeracy	• Classifies, analyses and compares numeric information, including costs and timelines, relevant to the promotional activity
Self-management	• Adheres to legislative requirements and organisational policies and procedures • Evaluates effectiveness of decisions in terms of how well they meet stated goals
Teamwork	• Selects and uses appropriate conventions and protocols with a range of stakeholders to project a professional image while seeking or sharing information • Recognises the importance of building rapport to establish and maintain positive working relationships
Planning and	• Sequences and schedules complex activities, monitors implementation and manages relevant communication

Skill	Description
organising	
Technology	• Uses a range of digital tools to access data, and to extract, organise, integrate and share relevant information

Unit Mapping Information

Supersedes and is equivalent to BSBMKG413 Promote products and services.

Supersedes but is not equivalent to:

- BSBPRO301 Recommend products and services
- BSBPRO401 Develop product knowledge.

Links

Companion Volume Implementation Guide is found on VETNet - https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10